

(File two complete copies)

FILED

JUN 7 1963 UNITED STATES DEPARTMENT OF JUSTICE  
Registration Section  
WASHINGTON, D. C.

Form FA-11  
TO SUPPLEMENTAL REGISTRATION [ ] EXEMPTION [X] STATEMENT  
(Indicate which)

NUMBER: 1481-FILED: March 27, 1963  
Pursuant to the Foreign Agents Registration Act of 1938 as Amended

Name of registrant (or agent) Ruder & Finn, Incorporated

Name of foreign principal Government of Israel Investment Authority  
Japanese External Trade Organization

The answers to the items of the above-mentioned statement listed below are hereby amended to read as follows:

(Insert proper item numbers)

Item No. 4 (b)

Patrick McLaughlin,  
Vice President

May 17, 1963

Terminated Employment

Item No. 9 (b)

Raymond Nathan  
5025 Garfield St., N.W.  
Washington, D.C.

Mr. Nathan is our Washington representative and will work on behalf of foreign clients on Washington field assignments.

No

Item No. Exhibit B

Government of Israel Investment Authority

The contract with the Government of Israel Investment Authority dated November 13, 1961 for six months was officially terminated on May 15, 1963. A new contract was signed on June 4, 1963 which will expire on December 31, 1963. The basic change was in the monthly fee which was reduced from \$2,500 per month to \$2,000 per month. A copy of the termination and new signed contract are attached.

Japanese External Trade Organization

The contract with the Japanese External Trade Organization expired on March 31, 1962 and we have operated on a month to month basis for the period April 1, 1962 to March 31, 1963 on the same basis as the previous contract. However, we have submitted a new contract to the Japan Trade Center - New York as of March 1, 1963. Copies have been forwarded to the Japanese External Trade Organization in Tokyo for signature. As yet, the signed contracts have not been returned to us although we have received a verbal okay for renewal of our contract from April 1, 1963 to March 31, 1964.

Item No. \_\_\_\_\_

Item No. \_\_\_\_\_

(If additional items are to be amended, insert additional pages as needed)

Exhibits.--The following additional or amended exhibits are attached hereto as a part of this amendment (list exhibits attached) Exhibit B for Government of Israel Investment Authority and IFA-4 form for Raymond Nathan

NOTE.--The amendment will not be accepted for filing unless both copies are signed and sworn to as required below.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment to the supplemental statement mentioned above and the attached exhibits, that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of information contained in any Exhibit A filed herewith insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(If the agent is a partnership, corporation, association, or other combination of individuals, this amendment shall be signed and sworn to before a notary public, or other officer authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States the amendment shall be signed and sworn to by the duly authorized representative of the agent.)

Alfred G. Paulson  
(Signature)

Alfred G. Paulson

(Signature)

(Signature)

(Signature)

(Signature)

Subscribed and sworn to before me at this 6<sup>th</sup> day of June, 1963

New York

Irving Hermelin  
(Notary or other officer)

My commission expires

IRVING HERMELIN  
Notary Public, State of New York  
No. 41,686,500 - Queens County  
Cert. Filed in \_\_\_\_\_ County  
Term Expires March 30, 1964

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Registration  
U.S. DEPARTMENT OF JUSTICE  
DEPARTMENT OF JUSTICE  
NATIONAL OFFICE



REGISTRATION No.

1481

GOVERNMENT OF ISRAEL INVESTMENT AUTHORITY

PLAZA 2-5600  
NEW YORK 22, N. Y.  
CABLE ADDRESS:  
MEMINVEST, NEW YORK

May 8, 1963  
485/63

Mr. Paul Zucker, President  
Ruder & Finn International  
130 East 59th Street  
New York 22, N.Y.

Dear Paul:

Further to our conversation of today with Norman Weisman, regarding the future relationship between the Investment Authority and Ruder & Finn, I wish to inform you that we have reached a decision to discontinue our current contract in its present form as of May 15th, 1963. We have asked Norman Weisman to present to us a program of collaboration based upon a pattern of operations designed to penetrate in depth industries by branches and regions.

As I have explained to Norman Weisman, we have reached this decision after long deliberations, taking into account the definite change of the pattern of our program in the United States and the activities in the public relations field during the past six months.

This decision does not reflect in any way upon the good work performed by your organization during the period of our association of about eighteen months, but has become imperative in view of the new policy by the Israel Government regarding the set-up of foreign investments.

I am sure Norman will convey to you the gist of our present thinking, and I believe that you will share our view in this matter.

Sincerely,

Abraham R. Taiber

cc: Mr. Norman Weisman

WR  
Ted M. J.  
12/31 PM  
9

11/13/61  
for Committee  
@ 2500  
per month

RUDER & FINN  
INCORPORATEDFILED  
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DEPARTMENT OF JUSTICE

June 4, 1963

Mr. A. R. Talbot  
Government of Israel  
Investment Authority  
650 Third Avenue  
New York 22, New York

Dear Ramt:

This will confirm the understanding we reached at our meeting in your office on June 3.

1. We will resume representing the Government of Israel Investment Authority as public relations counsel effective immediately. Our relationship will continue through December 31, 1963.

2. Our fee will be \$2,000 per month plus out-of-pocket expenses and will be billed on the first of each month, payable in ten days in accordance with past practice.

3. During the period of this agreement we will undertake the following projects:

a. Arranging four (4) regional meetings for the Investment Authority and business leaders in the following market areas:

Atlanta, Ga. - October 7 - 9

St. Louis, Mo. - November 4

Houston, Texas - November 18

Newark, New Jersey - December 2

We will also render such assistance as may be required by you in support of the regional meeting in Chicago tentatively scheduled for September 23, and in Los Angeles.

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6. Placement and/or publication of six (6) to eight (8) articles on investment in Israel in business, trade, professional, and technical publications.

c. Setting up two (2) conferences with the editorial boards of major U. S. publishing firms (New York Times; Time, Inc.; etc.).

d. Arranging for the visit of at least two (2) outstanding editors or free-lance writers to Israel for purposes of obtaining major articles in key publications, wire services or syndicates on opportunities for investment in Israel.

e. Supporting the public information activities of the Israel Trade Commission in the following areas:

- 1) Opening of show room
- 2) Women's leather goods promotion
- 3) Men's knitwear promotion

f. Investigating and pursuing special projects such as:

- 1) Seminar meetings with leading management consultant firms.
- 2) Participating in industry-wide conventions and trade shows.
- 3) Development of new contacts with U. S. Chamber of Commerce, National Association of Manufacturers, etc.

4. Norman Weiserman will act as senior account supervisor in connection with all the above activities, assisted by Hal Rosen and such other operational personnel of Ruder & Finn as may be deemed necessary.

5. We will allocate an hourly budget for each area of activity in the program, and will record all time used against each project. This will enable us to review our time expenditures regularly to determine exactly how our time is used and change emphasis if together we deem it necessary.

6. Time of partners for special consultation and contact will not be charged against the over-all budget.

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7. Greater utilization of R&F top management will be made. In this connection, regular meetings between Investment Authority officials and top management of R&F will be held at least once per month.

8. The program will be reviewed early in September and final disposition of available time remaining will be decided upon.

I think this covers our arrangements fully. I would like to say that we are all happy here to be continuing our relationship and are looking forward to producing the best program ever in the months ahead.

Best,

Paul B. Zucker

PBZ/hck  
Att.

cc: William Ruder/David Fina  
Norman Weissman  
Accounting Department ✓  
Reanna Amir (4 cc's)

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**Funds available**

**\$14,000**

Hours available @ \$30 per hour

466

1.	Regional program, 4 (40 hours each)	160 hours	\$ 4,800
2.	Trade, professional & financial publicity	100 "	3,000
3.	Editorial board conferences	50 "	1,500
4.	Trade Commission projects	50 "	2,700
5.	Editorial visits to Israel	30 "	900
6.	Special projects	<u>40 "</u>	<u>1,200</u>
TOTALS		<u>470 hours</u>	<u>\$14,100</u>